

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method comprising:
in response to selection of a link in a browser at a user computer, building a frame set in a window of said browser, said frame set comprising a media player frame to experience content from a media player executing at said user computer and a data frame, the link comprising streaming media content identification information and a streaming advertisement parameter, said streaming advertisement parameter specifying a position of a streaming advertisement in a content stream comprising said streaming media content;
in further response to the selection of the link, making, at said user computer, a request for a playlist to a source on a network, said request including the link's streaming media content identification information and the link's streaming advertisement parameter;
receiving said playlist at said user computer in response to said request, said playlist's contents comprising a reference identifying said streaming media content in accordance with the link's streaming media content identification information, and said playlist or said content stream including an indicator that indicates when said streaming advertisement should be played in relation to said streaming media content in said content stream in accordance with the link's streaming advertisement parameter;
receiving, at said user computer, said streaming advertisement and said streaming media content in accordance with said playlist's contents;
receiving HTML content related to said content stream in the browser window; and
simultaneously playing said content stream in said media player frame and displaying said HTML content in said data frame.
2. (Previously Presented) The method of claim 1, wherein receiving HTML content related to said content stream includes providing the HTML content in said data frame in

response to execution of an embedded command in the content stream, wherein said HTML content is related to said content stream being experienced in said media player frame.

3. (Cancelled)
4. (Previously Presented) The method of claim 1, further comprising logging play of any advertisement on a server.
5. (Previously Presented) The method of claim 1, further comprising:
receiving an embedded script command in said content stream, the embedded script command referencing said HTML content related to said content stream being experienced in said media player frame, wherein said HTML content is stored at a remote server.
6. (Previously Presented) The method of Claim 1, wherein the indicator indicates that the streaming advertisement be played one of before, during or after the streaming media content is played.
7. (Previously Presented) The method of Claim 5, further comprising logging play of said streaming advertisement using said script command.
8. (Previously Presented) A method comprising:
in response to selection of a link in a browser at a user computer, building a frame set in a window of said browser, said frame set comprising a media player frame to experience content from a media player executing at said user computer and a data frame, the link comprising streaming media content identification information and a streaming advertisement parameter, said streaming advertisement parameter specifying a position of a streaming advertisement in a content stream comprising said streaming media content;

in further response to the selection of the link, making, at said user computer, a request for a playlist to a source on a network, said request including the link's streaming media content identification information and the link's streaming advertisement parameter;

receiving said playlist at said user computer in response to said request, said playlist's contents comprising a reference to said streaming media content in accordance with the link's streaming media content identification information, and said playlist or said media content comprising an identifier identifying when said streaming advertisement should be played in relation to said streaming media content in said content stream in accordance with the link's streaming advertisement parameter;

receiving, at said user computer, said streaming advertisement and streaming media content in accordance with said playlist's contents, wherein said content stream includes one or more embedded commands that reference HTML content corresponding to said content stream;

playing said content stream on said media player;

executing said one or more embedded commands to retrieve the referenced HTML content; and

displaying the retrieved HTML content in the data frame concurrently with the content stream being experienced in said media player frame.

9. (Previously Presented) A method comprising:
in response to selection of a link in a browser at a user computer, building a frame set in a window of said browser, the frame set including a media player frame and a data frame, the link comprising streaming media content identification information and a streaming advertisement parameter, said streaming advertisement parameter specifying a position for playing a streaming advertisement in a content stream comprising said streaming media content, said position being an intermediate point when said streaming advertisement is to be played in relation to said streaming media content in said content stream;

in further response to said selection of the link, making, at said user computer, a request for a playlist to a source on a network, said request including the link's streaming media content identification information and the link's streaming advertisement parameter;

receiving said playlist at said user computer in response to said request, said playlist's contents comprising a reference identifying said streaming media content in accordance with the link's streaming media content identification information, and said content stream including an indicator that indicates said intermediate point in accordance with the link's streaming advertisement parameter;

receiving, at said user computer, said streaming advertisement and said streaming media content in accordance with said playlist's contents;

receiving HTML content related to the streaming content to the browser;

simultaneously playing said content stream in said media player frame and displaying said HTML content in the data frame.

10. (Previously Presented) The method of claim 9, wherein receiving HTML content includes providing the HTML content to said data frame in response to execution of an embedded command in the content stream, wherein said HTML content is related to the content stream playing in said media player frame.
11. (Previously Presented) The method of claim 9, wherein receiving the HTML content includes causing a script command embedded in the content stream that references said HTML content to be executed, wherein said HTML content is stored at a remote server.
12. (Previously presented) A method comprising:
providing, by a computer, a link, the link comprising streaming content identification information and an advertisement placement parameter, the advertisement placement parameter specifying a timing for playing a streaming advertisement in a content stream and specifying which of a playlist and said content stream is to include an indicator of the timing;

- receiving, by the computer, a request for a playlist from a user computer, said request including the link's streaming content identification information and advertisement placement parameter;
- building, by the computer, a playlist, the playlist's contents comprising a reference identifying streaming content in accordance with the link's streaming content identification information, the link's advertisement placement parameter included in said request being used to determine which of said playlist and said content stream includes said timing indicator; and
- transmitting, by the computer, the playlist to said user computer.
13. (Previously Presented) The method of claim 12, wherein the request comprises information to identify a storage location of information for configuring a frame set, which comprises a media player and a data frame, on said user computer.
14. (Previously Presented) The method of claim 12, further comprising:
in response to a request from the user computer, transmitting said content stream to said user computer; and
providing HTML content related to the content stream to the user computer, wherein display of the HTML content is synchronized with playback of the content stream at the user computer.
15. (Previously Presented) The method of claim 12, further comprising:
embedding a script command in the content stream, wherein the script command references the HTML content.
16. (Previously presented) A method comprising:
providing, by a computer, a link, the link comprising a streaming content identification information and advertisement placement information identifying a timing for output of an advertisement relative to the streaming content;

receiving, by the computer, a request for a playlist from a user computer, the request including the link's streaming content identification information and the link's advertisement placement information;

building, by the computer, a playlist using the link's streaming content identification information and the link's advertisement placement information such that the playlist includes a reference to streaming content, which streaming content has at least one embedded command in accordance with the link's advertisement placement information, the at least one embedded command including advertisement identification information to be processed as the streaming content is being experienced at said user computer, the at least one embedded command identifying the timing for output of the advertisement relative to the streaming content in accordance with the link's advertisement placement information; and transmitting, by the computer, the playlist to the user computer.

17. (Previously Presented) The method of claim 16, wherein the advertisement identification information of the command embedded in the streaming content comprises information to identify streaming advertisement content to be played at said user computer.
18. (Previously Presented) The method of Claim 16, further comprising logging a play of said streaming advertisement content.
19. (Previously Presented) The method of claim 16, said advertisement identification information including non-streaming content identification information to be processed as the streaming content is being experienced at said user computer, the non-streaming content identification information of the command embedded in the streaming content is used to identify HTML content to be displayed while said streaming content is being experienced at said user computer.

20. (Previously Presented) The method of claim 19, wherein the HTML content is displayed in a data frame of a browser window at said user computer while said streaming content is being experienced in a media frame of said browser window.
21. (Previously Presented) The method of claim 19, wherein the streaming content has two embedded commands, the first embedded command identifies first HTML content and the second embedded command identifies second HTML content.
22. (Previously Presented) The method of claim 21, wherein said second HTML content is default HTML content, and said second embedded command is used to display said default HTML content after said first HTML content is displayed.
23. (Previously Presented) The method of claim 16, wherein the request includes advertisement selection information, the method further comprising:
selecting streaming advertisement content using the advertisement selection information included in the request.
24. (Previously Presented) The method of claim 23, further comprising:
including a reference to the selected streaming advertisement content in the playlist.
25. (Previously Presented) The method of claim 23, further comprising:
modifying the streaming content to include the embedded command and the
advertisement identification information to identify the selected streaming
advertisement content.
26. (Previously Presented) The method of claim 23, wherein the advertisement selection information comprises duration information.